

AN AQUEOUS COATING FORMULATION SUITABLE FOR USE WITH HIGH SPEED  
COATERS SUCH AS ROD AND BLADE COATERS, AND INK JET RECORDING  
MATERIALS PREPARED THEREFROM

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ABSTRACT OF THE INVENTION

10 An aqueous coating formulation for use in preparing ink jet recording materials is  
provided. The coating formulation, which employs a major amount of porous pigments  
and/or metal oxide gels in combination with a minor amount of select inorganic pigments  
(*i.e.*, calcium carbonate and mixtures of calcium carbonate and alumina), is suitable for use  
with high speed coaters such as rod and blade coaters. An ink jet recording material  
prepared using such an aqueous coating formulation is also provided. The ink jet recording  
material demonstrates good printability and provides images having excellent water and  
humidity resistance and high image densities. In a preferred embodiment, the inventive  
15 recording material further demonstrates good light or fade resistance.

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